Message Text

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ACTION EA-10

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LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /068 W 091459

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UNCLAS HONG KONG 8957

FOR EA/PRCM

- 1. ALTHOUGH THE AMERICAN FORTNIGHT IS NOT A STANDARD USGSPONSORED TRADE EXHIBITION, WE STRONGLY URGE COMMERCE SUPPORT
 IN OBTAINING OFFICIAL RECOGNITION IN THE FORM OF A MESSAGE
 FROM THE PRESIDENT WHICH CAN BE USED WITH PRESIDENT FORD'S
 PICTURE IN OUR THREE EXHIBIT CENTERS AND IN FORTNIGHT
 PROMOTIONAL LITERATURE. JOINTLY SPONSORED BY AMERICAN CONSULATE
 GENERAL AND AMERICAN CHAMBER OF COMMERCE, THIS DOLLAR-EARNING
 EXPOSITION OF AMERICAN PRODUCTS AND SERVICES NOW LOOKS LIKE
 A RECORD-BREAKER DESPITE LINGERING BUSINESS RECESSION HERE,
 AS ELSEWHERE. ALL 87 EXHIBITION BOOTHS IN THE FORTNIGHT'S
 THREE EXHIBITIONS HAVE ALREADY BEEN TAKEN, AND WE HAVE A WAITING
 LIST.
- 2. WE FEEL THAT AN APPROPRIATE PRESIDENTIAL STATEMENT WOULD BE AN IMPORTANT INDICATION OF USG SUPPORT FOR WHAT MAY WELL BE THE LARGEST AND MOST EFFECTIVE PROMOTION OF AMERICAN PRODUCTS IN ASIA THIS YEAR. IT WOULD ALSO HELP REASSURE THE AMERICAN BUSINESS COMMUNITY IN EAST ASIA AND THEIR LOCAL TRADE PARTNERS OF THE UNITED STATES' CONTINUING COMMITMENT TO DOING BUSINESS IN THIS AREA.
- 3. BESIDES POINTING TO THE IMMEDIATE GOALS OF THE AMERICAN FORTNIGHT AS EXPANSION OF US EXPORTS AND IMPROVEMENT OF US TRADE RELATIONS WITH HONG KONG, A PRESIDENTIAL MESSAGE COULD STRESS THE FORTNIGHT'S BROADER ROLE IN EMPHASIZING THE CONTINUING POSITIVE UNCLASSIFIED

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COMMERCIAL PRESENCE OF THE UNITED STATES IN EAST ASIA AND HER

DETERMINATION TO EXPAND BILATERAL TRADE WITH THIS REGION.

4. THE CONSULATE GENERAL WOULD LIKE TO TAKE THIS OPPORTUNITY TO REITERATE THE GRATITUDE OF THE AMERICAN FORTNIGHT COMMITTEE FOR THE CONTINUING ASSISTANCE AND SUPPORT OF THE DEPT. OF COMMERCE IN MAKING THE FORTNIGHT A SUCCESS. CROSS

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